

LOUISIANA OFFICE OF
LIEUTENANT GOVERNOR

DEPARTMENT OF CULTURE
RECREATION AND TOURISM

REPORT OF ACCOMPLISHMENTS
JANUARY 2005 - JUNE 2006

*Come fall in love
with Louisiana
all over again.*

[Signature]
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OFFICE OF THE LT. GOVERNOR
DEPARTMENT OF CULTURE,
RECREATION AND TOURISM

ON THE COVER

Wynton Marsalis is the artistic director of Jazz at Lincoln Center. Born in New Orleans in 1961, Marsalis began his classical training on trumpet at age 12 and soon began playing in local bands of diverse genres. He entered The Juilliard School at age 17 and joined Art Blakey and the Jazz Messengers. Marsalis has recorded more than 30 jazz and classical recordings, which have won him nine Grammy Awards. In 1983, he became the first and only artist to win both classical and jazz Grammys in the same year and repeated this feat in 1984. In 1997, he became the first jazz artist to be awarded the prestigious Pulitzer Prize in music, for his oratorio **Blood on the Fields**.



His Higher Ground Hurricane Relief concert has raised over \$2 million for relief efforts. Marsalis serves as Co-Chair on Lieutenant Governor Landrieu's National Advisory Board for Culture, Recreation and Tourism, a national advisory board to guide the Lieutenant Governor's administration's plans to rebuild Louisiana's tourism and cultural economies. He has also been named to the Bring Back New Orleans Commission.

Marsalis was one of seven native Louisianans who lent their celebrity to the "Come Fall In Love With Louisiana All Over Again" national advertising campaign at no cost to the state.

Louisiana's REBIRTH

Image is everything, or so a famous advertisement of the '90s told us. Here in Louisiana, we know that people across the country and around the world associate our state with great food, great music and a great party atmosphere. But Louisiana's image amounts to more than simply a good time. Louisiana is a world-class destination that offers a history lesson in diversity, culture and authenticity. It also offers a unique experience, an adventure for adults and families and an opportunity to explore and learn. It's no wonder we've earned the moniker "cultural capital of the world."

For the first eight months of 2005, this was the message we conveyed to multiple audiences to grow the state's second largest industry, tourism. We continued our efforts to re-brand Louisiana, presenting a new vision of what our state has to offer. Through an exciting new marketing campaign, we portrayed Louisiana as a place offering a unique experience, an adventure for adults and families and an environment that is both fun and educational.

The year 2005 also brought a deeper understanding of what we have coined the "Cultural Economy," our strategic efforts to add an economic framework to Louisiana's art and cultural enterprises. Through a landmark study we commissioned, we were able to quantify creative industries and prove what many had assumed for a long time, that Louisiana's culture has real economic value.

By the time the end of August arrived, the Lieutenant Governor's office and the Department of Culture, Recreation and Tourism were ready to begin employing strategies to build the cultural economy and take tourism to even greater heights.

Louisiana was preparing to wrap up another summer, send our children back to school and gear up for what promised to be a busy fall season.

The best-laid plans of mice and men often go awry.

On Aug. 29, 2005, Katrina, the worst natural disaster in American history, struck Louisiana and the Gulf Coast. The storm left the soul of the nation in ruins. Three weeks later, the state was struck again in its southwestern corner by a second hurricane, Rita. The devastation was unimaginable.

Following the storms, we immediately created a strategic plan called *Louisiana Rebirth: Restoring the Soul of America*, to begin rebuilding the tourism and cultural industries and to focus national and international attention on the lives and livelihoods of Louisiana's citizens.

Working with extraordinary national leaders who have also become honorary Louisianans, such as Jonathan Tisch of the Travel Business Roundtable in New York, Richard Moe of the National Trust for Historic Preservation and Roger Dow of the Travel Industry of America in Washington, D.C., we immediately felt the generosity of leaders from across the country who committed early on to help Louisiana in her time of need. These leaders, as well as the thousands of people who made donations to help our citizens recover, represent the best of the nation and the world.

There were also native Louisianans who lent their celebrity to our efforts to bring people back to the state. A special thanks to Wynton Marsalis, Patricia Clarkson, John Goodman, Emeril Lagasse, Allen Toussaint, David Toms and George Rodrigue for



agreeing, at no cost to the state, to appear in the "Come Fall In Love With Louisiana All Over Again" national advertising campaign. I especially wish to recognize the time and talent of Wynton Marsalis, who testified before Congress and also wrote a powerful piece of music called "Congo Square," named after the famous area in New Orleans. Wynton said he wrote the piece to bring awareness to New Orleans and Louisiana and to keep the country focused on our efforts to rebuild. His outstanding work and dedication to his home state reminded the world once again why he is the most important jazz musician in modern American history.

The remainder of 2005 had many highs and lows as people worked hard to rebuild their lives. Those unaffected by the storms worked hard, too, grappling with the question "why them and not me?" and searching for ways to aid their fellow citizens.

For many, the year ended with despair and hope, with some answers and many more questions, with some work done and lots more to do.

On Jan. 1, 2006, we officially declared Louisiana's rebirth at an interfaith celebration on the grounds of the New Orleans Superdome. Hundreds of people shared in a service that demonstrated the hope and resiliency of people from all over the state. Although there was still much work ahead of us, there was no looking back. We would move forward. We would rebuild better than before.

Our first test was Mardi Gras. Could we pull it off successfully? Should we have it at all with so many people still displaced? The answer was yes. Mardi Gras 2006 was a family reunion of sorts, reuniting families along parade routes throughout Orleans, Jefferson and St. Bernard parishes. Mardi Gras also became an important opportunity to use the national and international media to tell the ongoing story of Louisiana's recovery and rebuilding.

Our next test was the New Orleans Jazz and Heritage Festival. With the site of the festival severely damaged by the storms, it seemed nearly impossible to host the world's largest annual musical festival in 2006. Due to the hard work of many committed to rebuilding the cultural economy, Jazz Fest was able to host nearly 350,000 people. Again, we used the event to tell our story and put businesses back to work. Employing more than 500 small businesses, the Jazz Fest gave many business owners the jump start they needed to reestablish themselves and rebuild their lives. Simultaneously, the Zurich Classic PGA Golf Tournament also served dual purposes, by attracting thousands of golf enthusiasts and corporate executives and government officials from across the country. The event put tourism dollars in city and state coffers and secured corporate business commitments essential for Louisiana's recovery.

As we approach the one-year anniversary of hurricanes Katrina and Rita, let us remember the strength, courage and indomitable will displayed by Louisiana citizens under the most difficult of circumstances. Let us remember the many kindnesses of friends and strangers. And let us remember that although we were down, we were never out. And we never will be. Because Louisiana is the soul of America.

Sincerely,

Mitchell J. Landrieu

Lieutenant Governor

Commissioner, Department of Culture, Recreation and Tourism

REPORT OF ACCOMPLISHMENTS January 2005-June 2006



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"Before the hurricanes, the department launched a transformation project to become more efficient, accountable and entrepreneurial—this work has prepared us to better respond to our industries' needs."



Secretary
ANGÈLE DAVIS

Dear fellow Louisianans,

The Department of Culture, Recreation and Tourism began 2005 with a strong wind behind its back. Under the leadership of Lieutenant Governor Landrieu and with seven strategic objectives outlined—from expanding tourism and developing Louisiana's cultural economy, to broadening Louisiana as the Sportsman's Paradise to creating a high-performing organization, DCRT was well on its way to a second year of strengthening Louisiana's economy through culture, recreation and tourism.

We continued our efforts to help our stakeholders diversify and grow their industries and to become more entrepreneurial, efficient and accountable for the department's investments. At the time, the economic impact our stakeholder industries had on Louisiana amounted to more than \$10 billion, a significant part of the state's overall economy. Our plans for tourism, arts and culture, parks and recreation, libraries and museums were ambitious and aggressive. We commissioned The Louisiana Research Team, including economists from the University of New Orleans, Louisiana State University, McNeese State University and Louisiana State University Shreveport, to do an economic impact study of the department in order to better measure the industry and allow us to develop smart, research-based growth strategies. We were excited about the work of our department and the contributions we would make as public servants on behalf of the people of Louisiana.

We also looked at our internal operations, to assess our ability to produce and deliver products and services of the highest quality at the lowest possible cost to taxpayers. Through a process called Budgeting For Outcomes, we began to identify the results that we wanted to achieve that would yield the best return on investment for the state's economy and meet the expectations of our most important customers—residents and visitors. During the BFO process, we employed an approach unique to Louisiana state government: we ranked programs and services based on their ability to achieve the results we were seeking. This allowed us to allocate funding in alignment with the top-ranked programs and to make an investment in



the results. Driven by the department's leadership team and fueled by the ideas and energy of employees who participated in the process, we were able to achieve a series of "quick wins" that proved we were moving in the right direction. Similarly, the "charter agency" initiative we are pursuing in the 2006 Legislative Session would permit entire departments, single offices or a division in the executive branch to enter a performance agreement with the governor, which allows them to voluntarily commit to producing measurable outcomes and provides incentives for producing results.

In addition to Budgeting For Outcomes, DCRT accomplished major goals through the work of its five offices and its commissions:

Office of Tourism, Office of Cultural Development, Office of State Parks, Office of State Museum and Office of State Library; DCRT commissions Atchafalaya Trace, Mississippi River Road, Louisiana Scenic Byways and Red River Development Council; and OLG commissions Louisiana Retirement Development and Louisiana Serve.

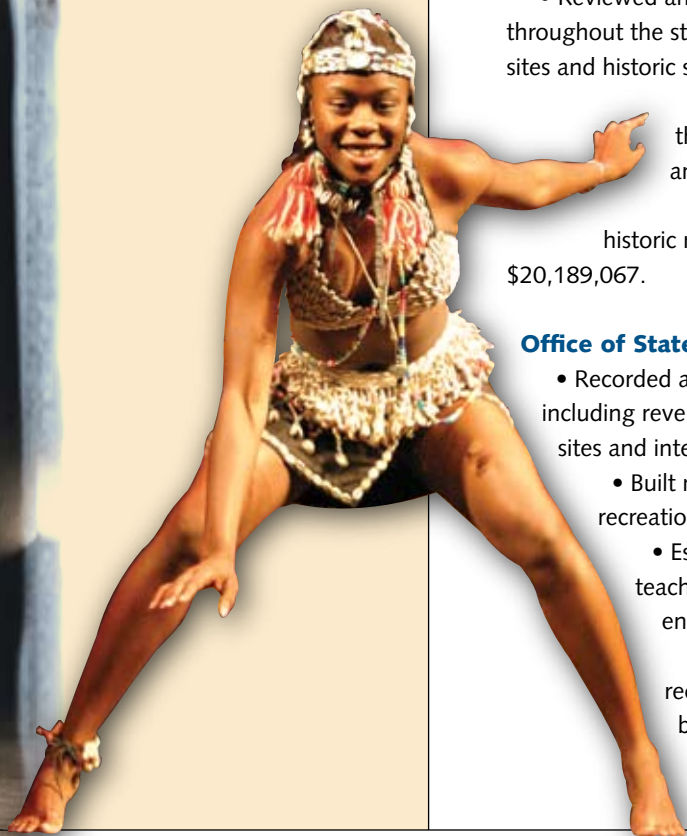
Here are some of the major accomplishments, by office, for the first eight months in 2005:

Office of Tourism

- Created the largest advertising campaign in Louisiana history, following intensive, market-driven research. The state's primary consumer Web site, www.LouisianaTravel.com, was also given a facelift to accommodate the increase of visitors to the site. New features now include links to weather and upcoming events.
- Increased performance indicators in every category including hotel occupancy rate, hotel average daily rate, hotel room supply, hotel room demand, state visitor center visitors, total gaming revenue and visitors.
 - Received a record-setting 3.3 million inquiries seeking visitor information, 83 percent of which were made online.
 - Made marketing advances statewide, nationally and internationally to promote the entire state of Louisiana as a top tourist destination, using music, art, food, film and other components of the cultural economy as a draw.
 - Launched a Rural Tourism Promotion Initiative that spawned regional and local stakeholder meetings throughout the state and continued efforts to expand America's Wetland Birding Trail, promote the Ancient Mounds Trail, the Audubon Golf Trail and the



The department increased performance indicators in every category including hotel occupancy rate, hotel average daily rate, hotel room supply, hotel room demand, state visitor center visitors, total gaming revenue and visitors.



Atchafalaya Trace Heritage Area.

- Opened state-of-the-art welcome centers and improved several others in Pearl River, Monroe, Slidell, the Atchafalaya River Basin and Capitol Park.

Office of Cultural Development

- Administered \$4,608,152 in grants to individuals and organizations in all 64 parishes throughout the state.
- Hosted the 2nd Annual Cultural Economy Summit drawing nearly 1,000 people from across the state and the country interested in the business of Louisiana art and culture.
- Released the landmark study *Louisiana: Where Culture Means Business*, an economic impact study of Louisiana's cultural industries. The report included strategies and next steps for further development of the cultural economy.
- Created the Louisiana Cultural Economy Foundation, a private, 501(c)3 organization, to institutionalize financial support for art and culture in Louisiana.
- Reviewed and consulted on nearly 2,000 historic preservation projects throughout the state to ensure consideration of the state's important archaeological sites and historic structures.
- Unveiled a three-year strategic plan for the Division of the Arts that will build and sustain the arts infrastructure—arts organizations and artists—through a capacity-building system.
- Through the historic preservation tax credit, completed 27 historic restoration projects that leveraged a total private investment of \$20,189,067.

Office of State Parks

- Recorded a significant increase in every major performance indicator including revenue, day use recreation sites, overnight recreation sites, historic sites and interpretive programs.
- Built new facilities to increase capacity for tourists and provide recreational opportunities for residents.
- Established the Louisiana Outdoor Outreach Program (LOOP), teaching students throughout Louisiana canoeing, camping and other enrichment exercises.
- Developed and implemented the Blue Ribbon Committee to recognize opportunities, recommend changes and take action to benefit state parks and the community.
- Supported the burgeoning film industry and the cultural



economy by serving as the site for several film and television projects shooting in the state.

Office of State Museum

- Reached more than 2 million people through visits to state museum properties, outreach, traveling exhibitions and Web site visits.
- Presented new exhibitions focusing on Louisiana's diverse and authentic history and culture.

Office of State Library

- Distributed \$1.5 million to 67 public/parish library systems to assist with the enhancement of public access computer technology and public access library materials.
- Received \$470,000 from the Institute of Museum and Library Services to digitalize thousands of important Louisiana historical materials held by the State Library, the State Museum and the Historic New Orleans Collection, giving the public online access to paintings, maps, science and technology artifacts, costumes, radio broadcasts and more.
- Recognized by the American Library Association for excellence in public relations for the publicity campaign for the Louisiana Book Festival.

The Louisiana Retirement Development Commission and the Louisiana Serve Commission

Two commissions in the Office of the Lieutenant Governor also made great strides on behalf of retirees and citizen service. Through the work of an 11-member commission, the Louisiana Retirement Development Commission set an agenda to address important issues such as economic impact of retirees, Budgeting for Outcomes and strategic planning. The Commission also produced "The Good Life: A Guide To Retirement" and awarded nearly \$100,000 in grants to communities throughout the state.

The Louisiana Serve Commission administers the AmeriCorps and Learn and Serve America programs. Through the AmeriCorps program,

State Parks established the **Louisiana Outdoor Outreach Program (LOOP)**, teaching students throughout Louisiana canoeing, camping and other enrichment exercises.





The second annual **Cultural Economy Summit** in New Orleans attracted nearly 1,000 people from across the state and the country for an update on our work in **developing** and **strengthening** the economic side of art and culture in Louisiana. Four days later, Hurricane Katrina struck New Orleans.

the Commission made more than \$2 million available to 12 programs throughout the state, making a difference in the areas of coastal restoration, recycling, home improvement, public health, health awareness and education for children and adults. Learn and Serve America also played an important role in Louisiana's progress. The program funded 33 full-year and three mid-year service-learning programs in K-12 public schools. These programs had a substantial positive impact on the academic performance, class attendance and participation in class of the student participants.

The 2nd Annual Cultural Economy Summit

On Aug. 25, 2005, the Office of the Lieutenant Governor and the Department of Culture, Recreation and Tourism hosted the second annual Cultural Economy Summit in New Orleans. The summit attracted nearly 1,000 people from across the state and the country for an update on our work in developing and strengthening the economic side of art and culture in Louisiana. The conference also unveiled our historic study on the potential of Louisiana's arts and cultural enterprises, *Louisiana: Where Culture Means Business*. To further institutionalize support for the cultural economy, the Louisiana Cultural Economy Foundation was established to provide grants and other types of support for arts and cultural enterprises.

Just four days later, we would begin to realize that our work in tourism and the cultural economy would become more important to the state's survival than we could have ever imagined.

The State of Louisiana has been forever changed as a result of hurricanes Katrina and Rita. Our families, our homes, our businesses and our communities have all been impacted by the worst natural disasters to strike this country in recent history. The storms forced every executive in state government to rethink the vision, mission and purpose of the state agencies that provide you, the citizens, our most important customers, with important programs, products and services.

What is the role of DCRT in a natural disaster? How can government use its assets to strengthen the state's economy? How can government do more, when it's needed the most, with less? These are just some of the questions Lieutenant Governor Landrieu and I, along with our leadership team, faced immediately following the storms. Our response was decisive, strategic and immediate: Tourism and culture must lead the way for Louisiana's rebirth.



8.29.05

**"This is a tragedy of epic proportions.
Communities across Louisiana have been brought
to their knees by the sheer force of this storm."
—Lt. Governor Mitch Landrieu, Aug. 30, 2005**



Katrina 2005



Katrina 2005



Katrina 2005



Katrina 2005



Katrina 2005



Katrina 2005

9.24.05



There is no water, there is no electricity, there is no gas, there is no food. You can't flush. We can't even supply our hospitals. The whole city is really shut down.

—Lake Charles Mayor Randy Roach, Sept. 25, 2005





"In the wake of Hurricane Katrina, we must make our cultural economy the engine of Louisiana's economic and social rebirth."

—Louisiana Rebirth Plan



On Sept. 20, Lieutenant Governor Mitch Landrieu, Secretary Angèle Davis and national and local tourism stakeholders unveiled **Louisiana Rebirth: Restoring the Soul of America**, a strategic plan to rebuild Louisiana's tourism and cultural industries.



A new beginning

With each hot, turbulent day that crawled by after Aug. 29, 2005, we learned something new about how much had changed in Louisiana. The worst natural disaster in U.S. history. Nearly 1,300 dead, more than 204,000 homes destroyed. What was unimaginable just a few short days before Katrina was now a grim reality. Less than one month later, on Sept. 24, Hurricane Rita slammed into Southwest Louisiana, causing severe damage in another six Louisiana parishes, including the city of Lake Charles.

Suddenly, our world had changed. But suddenly, too, the immense treasure represented by our people and our resources had leaped into sharper focus. Suddenly, OLG/DCRT's efforts to strengthen the networks that support our culture industries had a new significance. Suddenly, the value of our cultural economy report, *Louisiana: Where Culture Means Business*, had risen dramatically. By strengthening our cultural network and cataloging our vast cultural assets, we had laid the groundwork for rescue and recovery.

As those first difficult days crawled by, CRT quickly refocused its agenda from seven objectives that meant effective governance to **four results** that meant helping to save Louisiana. On Sept. 20, we unveiled *Louisiana Rebirth: Restoring the Soul of America*, a strategic plan to rebuild Louisiana's tourism and cultural industries. Joined by industry leaders—including Roger Dow of the Travel Industry of America, Richard Moe of the National Trust for Historic Preservation, and Jonathan Tisch of the Travel Business Roundtable—Landrieu stated that restoring tourism, arts and culture would be crucial to the recovery of Louisiana.

"We have begun the monumental task of rebuilding New Orleans and the surrounding parishes in Southeast Louisiana," Landrieu said at a press conference held at the Shaw Center for the Arts in Baton Rouge. "As each day brings new progress, we have been working to marshal every resource to help the vital tourism industry, the second largest industry in our state, rebound."

"I want to thank Lieutenant Governor Mitch Landrieu for his hard work and focus," said Governor Kathleen Blanco at the press conference. "Last week, I asked each of the statewide elected officials to assess how they can be most helpful in the monumental task we have ahead to rebuild our state and its economy. I am grateful to the Lieutenant Governor for bringing together the tourism, hospitality and cultural industries to unite and coordinate."

Louisiana Rebirth outlined **four results** crucial to the recovery of Louisiana:

1. Rebuild Louisiana to worldwide preeminence as a top tourist destination.

Louisiana's \$9.9 billion tourism industry, which employs 178,000 workers, was severely impacted by Katrina and Rita. The plan states, "The challenge to re-create and surpass

previous achievements will be met immediately and with every public and private resource that can be brought to bear. Our first emphasis will be on promoting the majority of the state's tourism industry, which is still open and operating, in order to restore and retain visitor spending. Simultaneously, we will offer short-term and long-term business assistance to all tourism and cultural entities within the state. Workforce development will be an immediate component of rebuilding infrastructure. Research will be the key in determining a long-term national and international image campaign, which will be focused upon rebuilding and restoring the image of New Orleans and Louisiana."

2. Make Louisiana's cultural economy the engine of economic and social rebirth.

The effort to create jobs through the cultural industries would be guided by the comprehensive research study, *Louisiana: Where Culture Means Business*. This study, unveiled at the Cultural Economy Conference on Aug. 25, just days before Hurricane Katrina made landfall, sets forth objectives and action plans for the economic growth of Louisiana's \$202 million cultural economy that employed 144,000 workers.

The *Louisiana Rebirth* plan states, "In the wake of Hurricane Katrina, we must make our cultural economy the engine of Louisiana's economic and social rebirth. We will do so by first ensuring that those cultural assets that were damaged by the storm and flooding are restored to good condition, and that those assets that fortunately remain undamaged are properly conserved and maintained. We will make investments that rebuild capacity within our cultural industries, enhance our distribution outlets, promote cultural education, and create marketing to help fuel this rebirth."

3. Build better lives and livelihoods than before for all of Louisiana's people.

The plan called for several CRT offices to play critical roles in achieving this result:

- The State Library would serve as a clearinghouse, offering people a gateway to information that put them in contact with the resources available to rebuild their lives.
- The Office of the Lieutenant Governor would help facilitate the rebuilding effort by receiving and distributing relief funds through the Cultural Economy Foundation.
- The Louisiana Serve Commission would engage America's youth in the rebuilding effort. One objective is to double AmeriCorps membership from 75,000 to 150,000 with at least half having full stipends and serving full-time.
- The Office of State Parks was tasked to provide space for temporary and transitional housing. Through October 2005, group cabins, camps and RV camping spots in Louisiana parks would be used for temporary housing.

4. Make Louisiana's recovery the standard for high performance, accountability and ethical behavior.

"The State of Louisiana must restore neighborhoods and communities as well as the public's trust in their government," Landrieu said. "This will require accountability



FOUR RESULTS

1. Rebuild Louisiana to worldwide preeminence as a top tourism destination.
2. Make Louisiana's cultural economy the engine of economic and social rebirth.
3. Build better lives and livelihoods than before for all Louisiana's people.
4. Make Louisiana's recovery the standard for high performance, accountability and ethical behavior.

For each of the four results, the plan identified clear strategies, metrics for tracking results and key steps that would need to be taken next.



for using every dollar of recovery spending to deliver the right result, to the right people, on time and on budget, without any of the money being misspent. Louisiana's response must be focused, fast, fair, and fiercely accountable."

To reach the highest standards of accountability and performance management, the plan called for CRT to:

- publicize the receipt and distribution of funds from the Louisiana Cultural Economy Foundation, which will gain 501(c)3 status to ensure long-term stability and progress;
- identify and work to remove any bureaucratic barriers in the form of laws, rules and procedures for using the money effectively to achieve results; establish and maintain safeguards to protect against fraud and abuse.

For each of the four results, the plan identified clear strategies, metrics for tracking results and key steps that would need to be taken next.

Crisis response

First and foremost on our agenda was to assist in the immediate rescue and recovery process after the storm—a challenge that only grew in magnitude when Rita struck Southwest Louisiana on Sept. 24.

We spent the early days focused on disseminating accurate information, including providing a synopsis of daily coverage through our crisis communications center. We housed evacuees at state parks, developed a housing plan for hospitality workers and removed debris along major tourism corridors. We also aided in economic recovery by working with FEMA to revise internal tax rules, and with the legislature to repeal the 30-day tax exemption on hotel occupancy—measures that immediately invested \$80 million-\$120 million in tourism, economic development and local government operations.

In October we began an aggressive public relations and advertising campaign involving print ads showcasing what people could still enjoy in the state, videos for national and international industry and vendor trade shows, and a satellite media and national radio media tour hosted by the Lieutenant Governor.

People needed information, so we established a central clearinghouse for information and referral about our activities in the Office of the Lieutenant Governor. Updated information was regularly posted on the CRT Web site, and we established a dialogue for information-gathering, feedback and dissemination of information. The department disseminated daily coverage synopsis and key message points to industry leaders to provide *Rebirth* updates, ensure consistent messaging and to address inaccuracies.

People needed resources to recover, so we established the Cultural Economy Foundation for contributions. The focus was on sustaining all displaced persons, including those displaced artists, musicians, writers and businesses that make up the cultural economy.

Above all, CRT moved into action to help those in Louisiana involved in cultural endeavors and those who care deeply about our cultural resources. Many components of CRT joined together in a Cultural Resources task force that put together a bulletin board and clearinghouse of information for and about cultural resources impacted

by the hurricanes. The site combined the information gathered by our Cultural Development Office, our State Museum, and our State Library, as well as a number of our nonprofit colleagues (the site can be viewed at crt.state.la.us/culturalassets). The site let those involved in, or concerned about, Louisiana's cultural resources post information on the status of cultural institutions, seek needed goods or services, and offer assistance to respond to specific needs. The site also contained links to helpful Web sites with pertinent information for those impacted by the storms.

With an organized, cohesive, and diligent effort, CRT succeeded in galvanizing the tourism, hospitality and culture industries for recovery. As the fall months progressed, the fundamental assumption of the *Louisiana Rebirth* plan gained momentum: our cultural and historical assets were playing a critical role in helping Louisiana recover from the worst natural disaster in U.S. history. By the end of 2005, the results were already dramatic. What follows is a summary of our progress toward each *Louisiana Rebirth* result through the end of the year.

Result 1: Rebuild Louisiana to worldwide preeminence as a top tourist destination.

The airport terminals in New Orleans and Lake Charles were among the first entities reopened after the hurricanes. The Louis Armstrong New Orleans International Airport was operating within 24 hours of Katrina, serving as a triage and medical services staging ground for evacuees. In December the airport was operating at 27 percent of its original capacity and, by February 2006, was at 40 percent.

The Lake Charles Regional Airport had a temporary terminal built and operational within seven days of Rita, with three daily flights. A full schedule with Continental Airlines was resumed by November. Out of 38,000 hotel rooms that were available in New Orleans before Katrina, 20,000 were available by January 2006. Out of 78,000 hotel rooms available statewide before Katrina, 42,000 were again available. The Louisiana Restaurant Association reported in December that more than 2,000 establishments were open in Orleans and Jefferson parishes. All but five Lake Charles restaurants were open by January. Most of these restaurateurs went to great lengths to keep their businesses, with many housing displaced employees in their own homes to keep them on payroll. By January 2006, it was clear the state's lodging and restaurant industries were moving back to normal patterns in market demand.

The three major cruise lines operating in New Orleans—Carnival, Norwegian and Royal Caribbean—have all committed to return to cruising as soon as the city can support the more than 700,000 passengers brought in annually. Fairview-Riverside State Park in Madisonville and Tickfaw State Park in Springfield reopened in November, bringing the number of state parks open to 16 out of the total of 19.

Other highlights in the effort to achieve Result 1 included:

- Utilized traditional and interactive multicultural media partners (*ESSENCE*, *Ebony*, BlackAmericaWeb.com, SoulofAmerica.com, etc.) to disseminate message about the areas unaffected by the hurricanes (September).

RESULT 1 SUCCESS INDICATORS

- Total visitor spending
- Jobs in the tourism industry
- 2006 intent to visit Louisiana (regional sample)



Fall in love with Louisiana all over again.

Rediscover your sense of romance in Louisiana. Despite the hurricanes, there's still an adventure to be found behind every moss-draped live oak tree. Savor the faded notes of the French Quarter as sweet jazz flows into the streets. Take in the beauty and mystery of the bayous as sunset on an *Acadiana* swamp tour. And taste the subtle nuances of Cajun and Creole cooking at heritage festivals all across the state. Come back and experience our warm hospitality and unique culture. Hotel availability may be limited some areas. For reservations and special deals, visit LouisianaTravel.com or call 1-800-49-GUMBO today.



STRATEGIES TO
ACHIEVE RESULT 1

- Strategy 1-A: Create an immediate and aggressive public relations and advertising campaign to promote areas open to tourists and “re-image” Louisiana.
- Strategy 1-B: Provide tourism business assistance.
- Strategy 1-C: Rebuild infrastructure.

- Worked with National Association of Broadcasters to get message sent to urban radio stations in the target markets (October).
- Created *Louisiana Rebirth* public service print ads and editorial inserts for in-state and regional newspapers (October).
- Developed in-state and regional advertising campaign to send the message, “Louisiana is Open for Business” (November).

- Passed legislation in the special session of the Louisiana Legislature that repealed the rule exempting guests staying in a hotel for 30 days or more from paying local hotel occupancy taxes totaling \$80 million to \$120 million in state and local taxes (November).

- Initiated the “Rebirth Rewards” program to bring visitors to unaffected areas (December, www.LouisianaTravel.com).
- Created Interactive Rebirth Map on www.LouisianaTravel.com that showcases open attractions as they come online (November).

- Created a 30-second TV commercial featuring the Lieutenant Governor’s “Return to Louisiana” message to run during major sporting events including a New Orleans Saints game, the Sugar Bowl, the Cajun Bowl and the New Orleans Bowl (December).

- Worked with Office of Governor to expedite the renovations of the Convention Center and the Superdome through Executive Order (November/December).
- In partnership with Department of Transportation Development and the Federal Highway Administration,

modified scenic byway grant policy to allow recipients in hurricane-impacted regions to use previously awarded grants to address current critical needs, such as infrastructure repair. One of the beneficiaries of the policy change was the Creole Nature Trail, which suffered major damage from Hurricane Rita (November).

- Housed hospitality workers in travel trailers at state parks in the New Orleans area, thus assisting in the reestablishment of this industry (November).
- Signed contracts to repair damaged facilities at Fontainebleau State Park, Cypremort Point State Park and Sam Houston Jones State Park (December).

Result 2: Make Louisiana's cultural economy the engine of economic and social rebirth.

After Katrina, the OLG/DCRT began expediting reviews of 171 post-hurricane recovery projects, which paved the way for critical temporary housing sites, debris removal, and demolitions for FEMA; levee repairs and setbacks for the New Orleans Army Corps of Engineers; and hazardous waste cleanup for the U.S. Coast Guard and the National Oceanic and Atmospheric Administration. These reviews were all completed within 72 hours of requests.

We worked with FEMA on the preservation of cultural properties and developed agreement documents to provide for the implementation of the National Historic Preservation Act, allowing for meaningful mitigation activities stemming from the loss of historic properties. The Division of Archaeology also completed a Geographic

Information System (GIS) that locates all archaeological sites and standing historic structures, enabling more efficient hurricane-related recovery efforts. The information was made available to FEMA so the agency could plan hurricane-related recovery efforts with as little impact to Louisiana’s cultural heritage as possible.

We are also establishing an online store for Louisiana cultural products at www.LouisianaTravel.com, and we secured the National Main Streets Conference for New Orleans in June 2006 to showcase our cultural economy.

Other highlights in the effort to achieve Result 2 included:

- Began acquiring hurricane-related artifacts and oral histories in anticipation of future exhibition on the impact of Katrina on Louisiana lives, livelihoods and culture (ongoing).
- Built an online cultural assets rescue Web site that connects users to critical resources and allows them to report their post-hurricane status at www.crt.state.la.us/culturalassets (September). Expanded this web site to encompass employment and funding opportunities as well as other critical information (November-December).

- Interviewed artists and representatives of cultural organizations to determine the evolving needs of the state’s cultural community and plan how we can best enhance production capacity within the cultural industries (September-December).

- Implemented plans to repair New Orleans’ historic sites and buildings (September).
- Reopened the E.D. White Historic Site in Thibodaux (September).
- Opened new historic site facility in Patterson, double the size of the original facility (October).
- Reopened The Cabildo on Jackson Square (October).
- Resumed planning for the State Museum’s centennial celebration in 2006 (October).

- Expedited numerous requests for construction projects related to cultural properties, balancing protection for historic properties and the need for timely and necessary construction (ongoing).
- Conducted assessments of cultural workers and assets in affected areas (began in September; completion is expected June 2006, although some efforts will be ongoing).
- Assigned two Office of Cultural Development employees to work full-time with FEMA on the preservation of cultural properties after the storms.

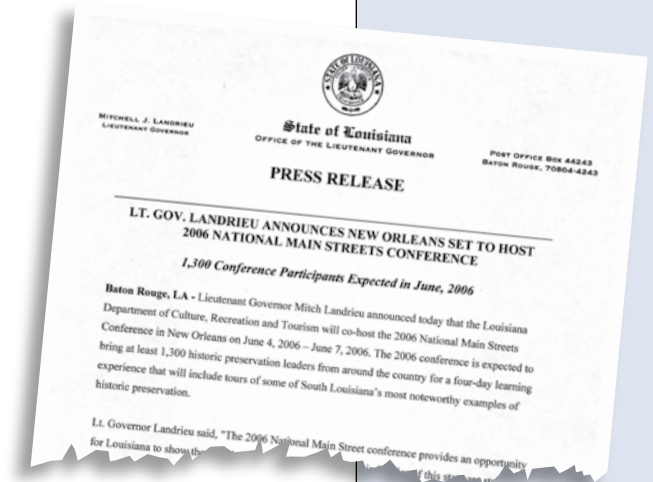
- Facilitated the development of the Louisiana Cultural Economy Foundation to support the redevelopment and growth of the state’s cultural economy (October), and coordinated research and development that led to the creation of the first relief grants program for the Foundation.

- Conducted numerous site visits to neighborhoods in affected areas to efficiently focus efforts to preserve cultural assets. The surveys of National Register districts in New Orleans and existing districts that should be enlarged have been completed (October-December).

- Surveyed New Orleans’ Lower Ninth Ward to determine any possible individual

RESULT 2
SUCCESS
INDICATORS

- Number of new jobs created through the Main Street Districts
- Number of citizens and visitors accessing cultural programs and products, based on a statewide sample



“The most important thing we could do was to get the message out that Louisiana was open for business.”

Darienne Mobley,
Assistant Secretary,
Office of Tourism

“One of the most important things we did was to work with FEMA to preserve our cultural properties while expediting recovery efforts.”
Pam Breaux,
 Assistant Secretary,
 Office of Cultural
 Development

STRATEGIES TO ACHIEVE RESULT 2

- Strategy 2-A: Rebuild and sustain authentic Louisiana culture.
- Strategy 2-B: Expand the distribution and markets for Louisiana cultural products.
- Strategy 2-C: Enhance the production capacity for Louisiana cultural products.
- Strategy 2-D: Foster a support system that encourages accountability and public trust.

National Register candidates (December).

- Surveyed Cameron Parish to determine if any potential National Register properties are still extant (November).

- Coordinated a joint meeting between the Bring Back New Orleans Culture Committee and the Office of Cultural Development (December).

- Expedited the reconfiguring of current fiscal year arts grants to enable grantees to dedicate the funds awarded to their post-hurricane cultural relief needs (October-November).

- Obtained passage of an update to the Lower New Orleans Central Business District National Register District. This update will bring the period of historic significance for the district up to the year 1956 and enable 1950s buildings to take advantage of the generous federal historic preservation tax credit (November).

- Entered into partnership with the Center for History and New Media at George Mason University, the University of New Orleans, and the Smithsonian Institution's National Museum of American History to collect and preserve history online. The Louisiana State Museum is linked to the Hurricane Digital Memory Bank, allowing online visitors to enter their hurricane stories, read the experiences of others, and view images (View this archive at www.hurricanearchive.org).

- Facilitated relationships with governmental entities in France to strengthen cultural links between Louisiana and France as well as develop new markets for Louisiana artists and cultural products (September-March).

- Helped Main Street communities in Iowa, Illinois and New Jersey to adopt Louisiana Main Street communities. Generous donations to our Main Street communities have ranged from funding to building supplies (ongoing).

- Educated members of the national foundation community about the impact of hurricanes Katrina and Rita on Louisiana's cultural community (ongoing).

- Designed and published new Arts Division grant guidelines and procedures that target capacity-building opportunities for artists and organizations. The new guidelines are available online at www.crt.state.la.us/arts (December-January).

Result 3: Build better lives and livelihoods than before for all Louisianans.

OLG/DCRT focused first on housing, providing temporary and transitional housing for more than 2,000 people displaced by the hurricanes. We have also housed hospitality workers in our state parks cabins and placed travel trailers in the parks in the Greater New Orleans area for evacuees, while they rebuild their homes or seek long-term housing. Ninety-eight travel trailers were placed at Bayou Segnette State Park for displaced families and rebuilding workers. As of December 2005, state parks housed



The E.D. White Historic Site in Thibodaux was reopened before the end of September.

approximately 300 evacuees at cabins and campsites. Our staff also developed programs for those evacuees and the hospitality workers in the state parks.

Our state library Web page, www.state.lib.la.us, was up by Aug. 31, two days after Hurricane Katrina hit, to give the public up-to-date information. We have matched donors with libraries, worked to obtain millions in funding for Internet and telecommunications services, and provided books and library services to evacuees in state parks. A multistate appeal to the FCC was sent for funding for Internet and telecommunications services for state libraries.

The Office of the State Library (OSL) has created two projects, Let's Read and Nursery Rhyme Name Song, to help caregivers of children develop early literacy skills in children under the age of five.

Other highlights in the effort to achieve Result 3 included:

- Worked collaboratively with Wildlife and Fisheries to provide eight boats with trained personnel for the purpose of search and rescue (August).
- The Lieutenant Governor and the Secretary reported to EOC to aid in response and recovery.
- Organized tour buses to aid in response, including helping stranded tourists.
- CRT Web site, visitor centers and 800-number were used to provide information on lodging for evacuees.
- Worked with Office of Homeland Security to establish welcome centers to provide food and resources to evacuees.
- Coordinated with churches and community agencies to get food to evacuees, and provided supplies (September).
- Forged partnership with libraries for provision of books and other supplies to evacuee sites (September).
- Dedicated computer resources at individual sites for use by evacuee residents (September).
- Maintained listing of shelters across the state to include information on availability and services provided for evacuees in collaboration with Louisiana Office of Tourism.
- Partnered with Corps of Engineers for assistance in park rebuilding and debris clearance; also partnered with National Park Service for assistance in rebuilding (September-October).
- Coordinated donations of computers to libraries to assist in meeting the needs of evacuees seeking free Internet access (October).
- Served as single point of contact for requests from outside the state for information about status of Louisiana libraries (ongoing).
- Partnered with community service organizations and various government agencies to provide assistance and information to residents daily through Reference Services (ongoing).
- Sponsored free public workshop on salvaging and restoring wet collections of books and all other library materials (October).
- Assessed costs of reconstruction of individual libraries and

RESULT 3 SUCCESS INDICATORS

- Median family income
- Percentage of Louisiana youth demonstrating grade-appropriate school readiness

“At one point, we were providing temporary housing for over 2,000 evacuees in our state parks.”
Stuart Johnson,
 Assistant Secretary,
 Office of State Parks



"All of our roles changed—the state library became the clearinghouse to provide resources to the impacted libraries—Internet services, books and funding."

Rebecca Hamilton,
Assistant Secretary,
Office of State Library

STRATEGIES TO ACHIEVE RESULT 3

- Strategy 3-A: Provide gateway to information to rebuild lives.
- Strategy 3-B: Use education and training as the cornerstones to rebuild people's lives beyond pre-Katrina levels.
- Strategy 3-C: Facilitate rebuilding by accepting donations and coordinating volunteers and recovery efforts of nonprofit organizations.
- Strategy 3-D: Build on the passion and energy of America's youth in the rebuilding effort.
- Strategy 3-E: Provide space for temporary and transitional housing in state parks.

built a Web page of links to information about resources available to rebuild libraries. Maintaining and posting to the Web page current status of each library building throughout the state (ongoing).

- Convened meeting of librarians in the northeastern part of the state to assess rebuilding needs and efforts (November).
- Focused Web site efforts on resources, including donations and adopt-a-library offers for the rebuilding of libraries.
- Partnered with universities and public and private industries to increase awareness and visitation for both on- and off-site programming (ongoing).
- Convened meeting of public library children's staff and First Book, the nonprofit organization dedicated to giving books to needy children (November).
- Contacted every public library in the state to identify their greatest needs and matched them with donors to get computers and materials to them (November).
- Interpretive programming continued at state parks with special interest towards sites housing evacuees.
- Atchafalaya Adventure Challenge for Kids held at Lake Fausse Point State Park (November).
- Led initiative with tourism/cultural industries, FEMA, and Governor's Housing Task Force; surveyed industries to determine housing requirements. Identified and designed housing solutions for displaced industry workers (November).
- Held a program to introduce evacuees at Jimmie Davis State Park to the wealth of DCRT resources available to them. This was a partnership with State Parks, State Library, the Jackson Parish Library and the Louisiana Endowment for the Humanities (December).
- Presented an E-rate update to the Broadband Advisory Council. The Office of State Libraries held training sessions with public library and school staff to ensure that proper E-rate forms were filed by the due date to ensure their funding (December).
- Worked with THE LIBRARY CORPORATION to secure a discount on the Inter-Library Loan system that we purchase and operate on behalf of the public libraries (a savings of \$72,000 for the Office of the State Library and no cost to the public libraries) (December).
- Worked with SOLINET (Southeastern Library Network Inc.) to make recommendations for long-term recovery for libraries, including additional vendor discounts and other services (December).
- Partnership with Cajun Chef initiated at various park sites for cooking demonstrations to park residents (December-February).
- Designed and distributed reference brochure for tourism/cultural industries housing needs.
- Signed contracts with FEMA to lease campsites for trailers and cabins at Fairview-Riverside State Park, Tickfaw State Park and Bayou Segnette (December).



Result 4: Make Louisiana's recovery the standard for high performance, accountability and ethical behavior.

We at OLG/DCRT are accountable, ethical and committed to the highest standards in ensuring that the public's money is spent wisely, efficiently, and with the greatest impact for the greatest number of people. It is imperative that we guarantee to our taxpayers strict accountability and oversight. The results of our efforts are measured and monitored with an online Rebirth Scorecard (www.rebirthscorecard.org) that includes indicators of success for each result. The scorecard makes our performance a matter of public record.

At the special session of the Louisiana Legislature in November, we pushed legislation repealing the exemption from paying hotel occupancy taxes for rooms rented in excess of 30 days, recouping the hotel/motel tax collections wiped out across the state as a result of the storms. This was an immediate victory for the tourism industry: \$80 million to \$120 million in revenue could be realized this fiscal year in hotel occupancy taxes, benefiting local government, tourism commissions and convention and visitors bureaus, as well as economic development entities.

We have also requested \$1.6 billion (\$698 million in year one) in federal funding for our state tourism and cultural economy industries. This request represents a coordinated effort between government agencies and the tourism and cultural economy industries of the state. Each request was accompanied by measures of success that will be used to hold us accountable for achieving results.

Finally, we formed the Cultural Economy Foundation, a 501(c)3 nonprofit organization, to give recovery grants to artists and other participants in the cultural economy. The board and guidelines for grants have been established.

The media has focused on Louisiana's requests for federal assistance, but the *Rebirth* effort is a joint investment, with both public and private partners. The tourism industry and nonprofit partners are committed to investing in Louisiana. Hotels are investing \$1.2 billion in reconstruction, while state appropriations for tourism and cultural economy investment total \$25 million.

Other highlights in the effort to achieve Result 4 included:

- Established a National Advisory Board to guide our recovery efforts. Regular reports are made to the National Advisory Board about the use of funds and results achieved, which the advisory board reviews (ongoing).
- At DCRT's request, Gov. Blanco has appointed an independent Louisiana Rebirth Accountability Panel, which will oversee DCRT's efforts and measure its progress against the *Rebirth* plan. The panel will: review expenditures; make sure grantees are clear about public expectations regarding how money is spent and who may profit from such

Louisiana Rebirth National Advisory Board

Co-Chairmen

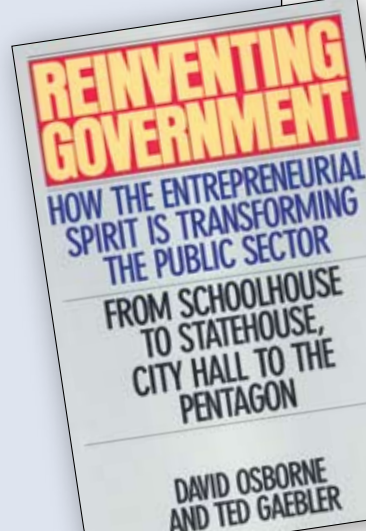
Ed Lewis, *Essence Communications*
Wynton Marsalis, *Jazz at Lincoln Center*
Bill Strickland, *Manchester Craftsmen Guild/Bidwell Corp.*

Advisory Board Members Include:

Steve Armitage Hilton Hotels
Stuart Benjamin Film Producer
Jed Bernstein The League of American Theatre and Producers
Bill Bissett Delaware North Companies, Inc.
Cecil "CJ" Blache Roedel Parsons
Sonny Borey Le Petit Theatre du Vieux Carre
Dickie Brennan Brennan's Restaurants
Ralph Brennan Brennan's Restaurants
Stacy Brown Louisiana Convention and Visitor Bureaus
Ken Burns Jazz Historian
Dama Chasle Film Producer and Finance Expert
Tony Chauveaux National Endowment for the Arts
Jim Clinton Southern Growth Policies Board
Angèle Davis Department of Culture, Recreation and Tourism
Quint Davis Festival Productions
Donna DeBerry DRP International
Roger Dow Travel Industry of America
Clancy DuBos Gambit Communications, Inc.
Michele Ebanks Essence Communications
Laurence Fishburne Actor
Ron Forman Audubon Institute
Jim Funk La. Restaurant Association
Cherreen Gegenheimer Jefferson Parish President's Office
Laurence Geller Strategic Hotel Capital, LLC
Derek Gordon CEO of Jazz at Lincoln Center

RESULT 4 SUCCESS INDICATORS

- Overall increase in key performance indicators
- Independent accountability review
- Employee engagement, as shown by survey of workforce



STRATEGIES TO ACHIEVE RESULT 4

- Strategy 4-A: Work with the Louisiana Recovery Authority for local, state and federal initiatives to support all *Rebirth* efforts.
- Strategy 4-B: Publicize and promote the Louisiana Cultural Economy Foundation fund.
- Strategy 4-C: Encourage maximum accountability and minimum bureaucracy.
- Strategy 4-D: Improve our performance management and accountability system for all the funds used for recovery.

spending; make sure public norms of open and fair contracting, open competition and “sunlight” are observed throughout the process; and make sure that effective audit mechanisms are in place. The panel members are Richard C. Tracy, former Portland City Auditor; Anne Kinney, Government Finance Officers Association; John Kamensky, Senior Fellow, IBM Center for Government; Sean Reilly, Louisiana Recovery Authority; Bill Strickland, Pittsburgh social entrepreneur; Cindy Eisenhower, Chief of Staff to Iowa Governor Vilsack; Sylvester Murray, Professor of Public Administration, Cleveland State University; Barry Erwin, Council for a Better Louisiana; and Jim Brandt, Public Affairs Research Council.

- The Louisiana Recovery Authority has adopted the *Rebirth* plan in principle and we are working jointly for its implementation.
- We are working with the Bring New Orleans Back Commission to coordinate the *Rebirth* plan with their recommendations.
- State and private sector investments to restore tourism and the cultural economy are estimated at \$2.5 billion. The tourism industry and nonprofit partners committed to investing in Louisiana are: The hotels are investing \$1.2 billion; state appropriations for tourism and cultural economy investment total \$25 million; private donations through Museums Foundation and Friends Group total \$2 million; Irby Trust Fund totals \$2.6 million; the Cultural Economy Foundation totals \$500,000; and there are other significant investments by the restaurant industry and other sources.
- By speaking with one voice and working together under our *Louisiana Rebirth* plan, we have been able to make significant progress in a number of areas across the state and in Congress. In December, Congress increased the amount of Community Development Block Grant monies to more than \$6.5 billion for Louisiana as part of the \$29 billion Katrina and Rita relief fund for the Gulf Coast.
- A new budgeting system (Budgeting for Outcomes) prioritizes all activities and programs within the Department. A modified version of this system has now been established for the entire state for the preparation of next year’s budget.
- We accomplished “Quick Wins” by using process improvement techniques to improve services (December). The teams and their results were:
 - a. Arts grant application process was reduced from 47 days per application to 31 days, for an estimated annual savings of \$19,200.
 - b. Parks Land and Water Conservation Fund reimbursement process was reduced from 60 days to 10 days, for an estimated annual savings of \$37,300.
 - c. Tourism materials distribution process was reduced for Welcome Centers from 27 days from order to delivery to nearly instantaneous delivery. For Marketing Events materials distribution was reduced from seven days delivery to two days, for an estimated annual savings of \$43,200.
- Expanded private funding to Louisiana’s cultural community through encouraging and facilitating site visits to Louisiana for national foundations, so they can experience firsthand Louisiana’s opportunities for rebuilding the cultural industries.
- Coordinated research and development that led to the creation of the first relief grants program for the Louisiana Cultural Economy Foundation (October-December).
- Developed application forms and procedures for implementation of the new state homeowner’s tax credit program (January-February).
- Requested \$30 million in Community Development Block Grant funds for tourism

recovery program. The Louisiana Recovery Authority has approved the funding and we anticipate HUD and the Legislature will concur. Utilized the Budgeting for Outcomes process for distributing funds and will distribute immediately upon HUD and Legislature approval.

- Requested \$40 million in CDBG funds for small business grant program, and we anticipate HUD and the Legislature will concur.

Celebrating our rebirth

By the end of 2005, Louis Armstrong New Orleans International Airport was running 60 flights per day, Amtrak had resumed train service to New Orleans, and the Port of New Orleans was operating at 50 percent of its total capacity. The Audubon Golf Course, Cafe du Monde, the French Market and the French Quarter Welcome Center were all open for business, along with dozens of venues in the French Quarter and 75 percent of New Orleans hotels.

In Southwest Louisiana, the Lake Charles Civic Center, the L’Auberge du Lac and Isle of Capri casinos, and Delta Downs were all open for business, and Lake Charles was prepared to host the annual Louisiana Travel and Tourism Summit in January.

Nothing symbolized how far we had come so much as a meeting of government, community and religious leaders that took place near the Superdome on New Year’s Day 2006. At a symbolic site where thousands road out Hurricane Katrina’s wrath, religious leaders welcomed the new year with Louisiana Rebirth: An Interfaith Celebration, proclaiming the rebirth of New Orleans and Louisiana.

“January 1st, 2006, marks a new beginning, a rebirth for our State and this great city of New Orleans,” said Lt. Governor Mitch Landrieu. “This is a celebration like no other in history, as it follows four months after being struck by the worst natural disaster in our nation’s history. In this truly symbolic gesture of faith and hope we want to recognize this American Tragedy, with a truly American response, and thank those whose compassion, support and spirits have lifted our hearts during this tough time.”

The hour-long commemoration was highlighted by well known gospel and spiritual hymns, and the presence of well known local faith leaders, including Pastor Charles Southall (First Emmanuel Baptist Church), Bishop Paul Morton (Paul S. Morton Ministries), Bishop Roger Morin (Archdiocese of New Orleans), Dr. Gregg Thomas (Christian Faith Temple), Dean David duPlantier (Christ Church Cathedral) and Rabbi Edward Paul Cohn (Temple Sinai), who officiated the celebration.

The service also featured the voices of first responders, evacuees, musicians, artists and children whose lives were interrupted by hurricanes Katrina and Rita, including musical performances by Irvin Mayfield and Ronald Markham as well as the Ebenezer Missionary Baptist Church Choir.

The four months preceding New Year’s Day 2006 defied human dignity, the spirit of a community and the will of a nation. This special service, inspired by faith and held in the shadow of the New Orleans Superdome, celebrated the enduring strength of those dedicated to the rebirth of Louisiana.



“The Budgeting for Outcomes process allowed us to invest in the results of the Rebirth Plan.”
Julie Samson,
Undersecretary, Office of Management & Finance



CELEBRATING 100 YEARS
OF HISTORY IN 2006



Tracking Louisiana's recovery: 2006

The New Year's Day Interfaith Celebration in New Orleans gave us a symbolic moment in which to both look back at what we had suffered in 2005 and look forward to what we could do in 2006 if we allowed ourselves to be guided by our spirit, our faith, and our culture. Similarly, the series of events with which OLG/DCRT has moved ahead in 2006 demonstrates our resolve to move Louisiana forward by honoring and sustaining our culture and our history.

New State Museum

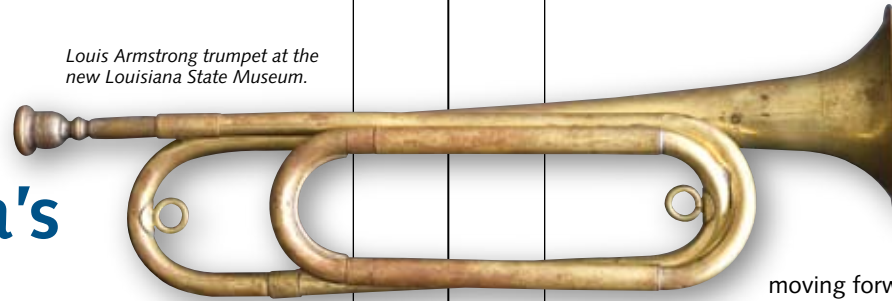
Showcasing the history and culture that make Louisiana unique in the world, the new Louisiana State Museum in Baton Rouge opened on Feb. 1, an event that kicked off the year-long Centennial Celebration of DCRT's State Museum System. The State Museum will be celebrating its 100th year of operation by highlighting 100 artifacts throughout the Museum system that symbolize the uniqueness of Louisiana and the impact our state has had worldwide.

"Louisiana is a destination like no other," Lt. Governor Landrieu said. "As we open the first newly constructed building of the 100-year-old state museum system, we will unveil a unique collection of art, artifacts, interactive exhibits and cultural and industrial scenes that will attract tourists to the increasingly vibrant Capitol Park area of Baton Rouge. From a 45-foot Louisiana-made shrimp boat to Satchmo's horn to a rare Civil War submarine, this new State Museum takes a very different approach to history. Rather than the typical chronological telling of history, our exhibits take visitors on a thematic tour of Louisiana history."

Planning for the facility began almost a decade ago when Museum officials realized the great need for a state history museum in Baton Rouge. Reflecting the art deco State Capital edifice in its shining façade, the museum is a bold architectural statement in a new Capitol Park, and was designed by the award-winning New Orleans firm Eskew+Dumez+Ripple.

Following the official opening on Feb. 1, the museum opened to the public on Feb. 4 with a special open house and

Louis Armstrong trumpet at the
new Louisiana State Museum.



Louisiana Music Showcase, including performances by local musicians, many of whom have served as international ambassadors for Louisiana. The opening of the facility stood as an important symbol that we are inspired by the past achievements and accomplishments of Louisiana and its people and are moving forward toward even greater things.

The grand opening was the first official event of the Louisiana State Museum's yearlong Centennial celebration in 2006, which will include birthday parties at each of the State Museum properties throughout the state. Throughout 2006 the Louisiana State Museum will celebrate 100 years of collecting, preserving and presenting the objects and artifacts that make up the history of Louisiana and its people. The Museum branches in New Orleans, Patterson, Thibodaux, Natchitoches, and now Baton Rouge each examine different topics that make up the fabric of the state's unique cultural heritage. These topics include jazz, Mardi Gras, art, important figures, conflicts, sports, industry, cultures and more. Changing and traveling exhibits cover additional aspects of the Louisiana story. Programs for the yearlong celebration will be tailored to each community's individual heritage, with celebrations at all of the branches scheduled for July.

The Baton Rouge museum holds two exhibitions, *Grounds for Greatness: Louisiana and The Nation* and *The Louisiana Experience: Discovering the Soul of America*.

The Capitol Park location also features a changing exhibit gallery and a multipurpose space for educational programs.

All of the Louisiana State Museum properties throughout the state focus on different aspects of history and often address important parts of each community's culture and heritage. Since this facility is in the state's capital, it was important to look at the entire state's culture, from music, food, our role in the civil rights movement and all of the other pieces that make up the complete fabric of Louisiana.

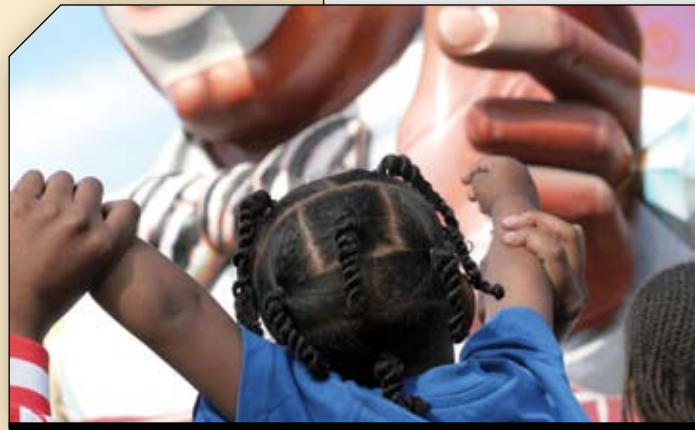
Mardi Gras

Immediately following Hurricane Katrina, many began to ask whether Mardi Gras 2006 would take place. Would the city be ready to host the annual celebration? Would visitors come back? Should the celebration happen at all when so many citizens were suffering? As the state department responsible for the tourism industry, we believed New Orleans needed Mardi Gras, historically and financially. This year not only marked the 150th anniversary of Mardi Gras, but also served as an opportunity to refuel the city's economic engine. The city needed the revenue that Mardi Gras generates to reestablish vital services that will help the citizens of New Orleans to rebuild their lives and their



The **grand opening** of the new Louisiana State Museum-Baton Rouge was the first official event of the Louisiana State Museum's **yearlong Centennial Celebration** in 2006, which will include birthday parties at each of the State Museum properties throughout the state.

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communities. Tourism-related businesses needed the revenue to strengthen their ability to recover and to continue to provide much sought after goods and services. The final count is still out, but based on preliminary estimates, Mardi Gras 2006 reached 65 percent to 75 percent of its earning potential, an incredible feat given the challenges of Katrina.

Mardi Gras 2006 also brought a new kind of visitor to the state, one we hope to get for many years to come: the “reveler with a reason.” The devastation of the storm left mountains of debris throughout the city, slowing the pace for residents and business owners trying to rebuild. Many visitors to Mardi Gras came to enjoy the festivities by night and participate in clean-up efforts by day. OLG hosted hundreds of volunteers in the Rebirth Clean-Up Campaign, a debris removal and beautification effort prior to Mardi Gras. The Mardi Gras Service Corps was another effort that brought volunteers of all ages together to clean up and assist residents in the spirit of celebration and service.

The New Orleans residents—both current and displaced—who participated in Mardi Gras 2006 understood the need to carry on tradition within the most trying of times; proof that our state and especially those within our community devastated by the twin disasters of Katrina and Rita do not bow in the face of misfortune. Our traditions of “Faith, Hope and Charity” through revelry march on. From the Acadian tradition of riders

on horseback to the mega-floats of the super krewes and the Mardi Gras Indians, celebrating carnival is truly an expression of the heartbeat of New Orleans and South Louisiana. Our local residents put on an annual show for the world to enjoy.

Louisiana is a rich and wonderful place that offers the rest of the nation a place that many call the “cultural capital of the world.” Celebrating Mardi Gras is one of our many cultural gifts to the world. While standing firm on the task at hand, this year's Mardi Gras season was a time to look to the past and to the future.

Signs of progress and a return to normalcy remain the focus of all who have been affected by the worst natural disaster in American history. While there still remains a tremendous amount of work ahead of us, there was something reassuring about seeing parade stands and ladders go up on Veterans Boulevard in Jefferson Parish, on St. Charles Avenue in Downtown New Orleans, on Jackson Avenue in Uptown New Orleans and in many other parts of the city. As we move forward with other major celebrations in New Orleans and in the region, we will carry the success of Mardi Gras 2006 as a reminder that our resiliency, faith, hope and charity are strong.

New advertising campaign

In March, OLG/DCRT, along with tourism officials from across the state, unveiled a new advertising campaign to bring tourists back to the state of Louisiana and re-ignite the tourism industry.

The \$7 million advertising campaign (featured on the cover of this report), is

entitled “Fall in Love with Louisiana All Over again” and focuses on inviting visitors back to the state. Featuring celebrities that lent their endorsement at no cost to the State of Louisiana, the ad campaign also aims at dispelling misperceptions about Louisiana as a travel destination.

Celebrities who are from Louisiana or have a significant link to the state that lent their endorsement for the campaign include Emeril Lagasse, John Goodman, Wynton Marsalis, Patricia Clarkson, David Toms, George Rodrigue and Allen Toussaint.

The print and television ads feature stunning photography and provide contact information for www.LouisianaTravel.com, the state's primary consumer information Web site, where visitors can find an interactive map showcasing what is available across the state.

The advertising campaign followed a study, conducted by Cunningham Research Group for the Louisiana Department of Culture, Recreation and Tourism, which identified that:

- 34 percent of potential visitors were less interested in visiting Louisiana since the storms
- 20 percent of leisure travelers will not consider visiting Louisiana during hurricane season
- 62 percent believe the scenery has been destroyed
- 46 percent say they are less interested in visiting the region because they believe the attractions are no longer available.

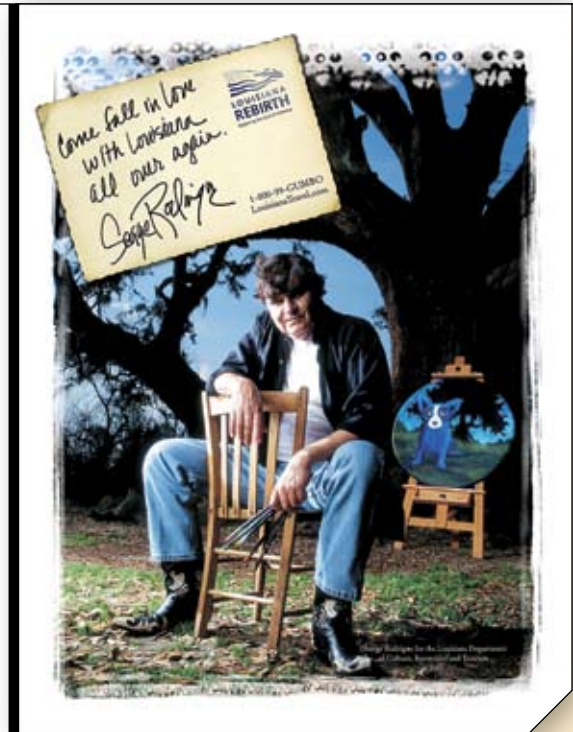
The campaign showed that Louisiana is open for business by countering and reversing some of these negative images and misperceptions. Exposure was concentrated heavily on large nearby markets, including Atlanta, Austin, Beaumont, Columbus, Dallas, Houston, Little Rock, San Antonio and Tyler/Longview. The campaign also gave us a presence in large-circulation national consumer magazines. It included a strong interactive and multicultural segment, as well as a viral marketing campaign that called on Louisiana residents to help spread the word via e-mail about the new campaign.

Louisiana continues to be home to some of the world's greatest tourist attractions. Mardi Gras was our grand opening, and the “Fall in Love” campaign represents our official invitation to come visit.

A jazz celebration

In April, OLG/DCRT partnered with Jazz at Lincoln Center and its artistic director Wynton Marsalis to kick off a full-scale celebration of New Orleans and its jazz heritage. We sponsored a weeklong residency in New Orleans headlined by Marsalis, a Big Easy native who has been at the forefront of the effort to rebuild Louisiana's tourism and cultural economies.

During the residency April 17-23, Marsalis and the Lincoln Center Jazz Orchestra



Mardi Gras 2006 reached **65 percent to 75 percent** of its earning potential, an incredible feat given the challenges of Katrina.

"The reopening of the Presbytere was symbolic—allowing visitors to once again celebrate our unique history and culture by visiting our Mardi Gras exhibits."
David Kahn,
Assistant Secretary,
Office of State
Museum



KELLEY WILLET

delivered free programs to audiences of all ages, including concerts, master classes, clinics and workshops. The highlight of the week was the world premiere of a cross-cultural composition entitled "Congo Square," celebrating New Orleans and its role as the birthplace of American jazz. "Congo Square" is a collaborative project between trumpeter, composer and bandleader Marsalis and Ghanaian drum master Yacub Adda and his nine-piece ensemble Odadaa! The premier took place on Sunday, April 23, in Louis Armstrong Park's historic Congo Square, which during the nineteenth century was the only public area in America where slaves could practice African music and dance, making it a critical venue in the genesis of jazz.

Following the New Orleans premiere, "Congo Square" toured the southeastern United States, beginning in Florida and traveling to New York, where Jazz at Lincoln Center hosted a three-day New Orleans Festival at its home, the Frederick P. Rose Hall.

Presbytere reopens

As the first post-Katrina Jazz Fest approached at the end of April, the Office of State Museum reopened another key tourism venue in New Orleans—and reminded us of the first post-Katrina Mardi Gras at the same time. The Louisiana State Museum-Presbytere, spared of all but minor damages from Katrina, reopened on Friday, April 28. The Presbytere features the exhibition *Mardi Gras: It's Carnival Time in Louisiana*, which highlights all things Mardi Gras throughout the state.

The Presbytere was originally built in 1813 as living quarters for the priests of the neighboring St. Louis Cathedral. However, it was never used as such and the building instead served several purposes including retail space and a courthouse. The Louisiana State Museum acquired the building in 1911. The Mardi Gras themed exhibition opened to the public in 2000.

The exhibition covers all aspects of Carnival traditions throughout Louisiana. Artifacts include: a collection of Mardi Gras Indian costumes, crown jewels and costumes from former Carnival royalty, ball invitations and dance cards, masks and costumes from the courir du Mardi Gras tradition in South Louisiana, ball favors and parade throws (including a Zulu coconut from King Louis Armstrong) and assorted costumes, artwork and more. Visitors are treated to an array of Mardi Gras facts that might surprise even the most seasoned veterans and to video documenting walking clubs, costume contests, bead sales, rural traditions, krewes history and what it is like to be king or queen for a day.

The Louisiana State Museum properties in New Orleans escaped major damages from the storm with the exception of the Old U.S. Mint. The building, which housed the museum's jazz collection, Newcomb pottery and several changing exhibits, lost a large portion of the copper roof. Artifacts were unharmed, and all collections have been relocated until the building is repaired. Museum officials predict a 2008 reopening.

The Jazz Fest miracle

The next major milestone in Louisiana's rebirth was the New Orleans Jazz & Heritage Festival, a world-class event that typically shines a spotlight on Louisiana, attracting hundreds of thousands of visitors from around the globe to experience our state's unique culture and heritage. Each year, Jazz Fest brings in millions of dollars in direct tourism revenue. Recognizing the importance of sustaining this critical symbol of our unique culture and our reputation as a world-class tourism destination, OLG and DCRT were proud to join in sponsoring Jazz Fest 2006. And, despite major flooding and damage to the Fairgrounds from Katrina, the 2006 edition nearly matched the size and economic impact of prior years.

In dramatic and symbolic impact, it probably exceeded them. Held on the weekends of April 28-30 and May 5-7, this year's Jazz Fest featured 10 different stages, performances by more than 400 bands and the work of hundreds of artists. Headliners Elvis Costello, Paul Simon, Jimmy Buffet, Bob Dylan, Dave Mathews Band and Bruce Springsteen helped draw national attention, but the roster was still composed of 90 percent Louisiana acts, including Doctor John, The Meters, Ellis Marsalis, Beausoleil, Terrance Simien, Irma Thomas and Terence Blanchard.

Festival goers and music fans around the country are still talking about Bruce Springsteen's performance that closed out the first weekend—a moving rededication of the song "My City of Ruins" to New Orleans and its residents that left many in tears and all who saw it inspired. Three times during the two weekends, thunderstorms threatened to shut down the festival, but each time they miraculously skirted their way around the event schedule and the Fair Grounds—leaving the music, the spirits, and the economic impact of the event intact.

In the end, Jazz Fest officials estimated the total 2006 attendance at 300,000 to 350,000, an average daily attendance roughly equal to that of the 2005 event. Concessions sales were also strong; many food and souvenir vendors sold out their supplies by the final Sunday afternoon. For a city that questioned if it would be logistically possible, or even appropriate, to hold the Jazz & Heritage Festival, the fact that so many artists and so many fans came to New Orleans was truly a sign of Louisiana's rebirth.

At the same time, the PGA Tour's Zurich Classic returned to English Turn Golf and Country Club April 27–30, drawing 128,000 golf fans, up from the 112,000 that attended the 2005 event.

The *Louisiana Rebirth* plan, launched by OLG/DCRT immediately following the hurricanes last year, was based on our belief that Louisiana would have to rely on its strongest assets—including tourism, music, culture, and history—to get back on its feet and restore its economy. We laid out four goals key to rebuilding, and thanks to the hard work of our citizens and employees, and the success of major events like Mardi Gras and Jazz Fest, we've let the world know that Louisiana remains open for business.

Sincerely,

ANGÈLE DAVIS

Secretary, Department of Culture, Recreation and Tourism

The economic impact of this year's Jazz Fest is believed to be similar to previous years, which has generally been between **\$200 million and \$300 million.**



DINO PERLUCCI

2005 -2006 BUDGET

DEPARTMENT OF CULTURE,
RECREATION AND TOURISM
INITIAL OPERATING BUDGET
FISCAL YEAR 2005-2006

MEANS OF FINANCING

State General	\$47,997,778
Interagency Transfers.....	760,067
Self-Generated	18,867,820
Statutory Dedications	40,000
Federal Funds	6,874,342

TOTAL MEANS OF FINANCING.....	74,540,007
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EXPENDITURES

Salaries	21,134,779
Other Compensation	2,544,062
Related Benefits.....	7,949,585

TOTAL PERSONAL SERVICES	31,628,426
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Travel	372,228
Operating Services.....	9,156,900
Supplies	2,588,259

TOTAL OPERATING EXPENSES ...	12,117,387
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PROFESSIONAL SERVICES	8,298,892
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Other Charges.....	16,538,648
Interagency Transfers.....	3,841,353

TOTAL OTHER CHARGES	20,380,001
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Acquisitions	2,094,916
Major Repairs	20,385

TOTAL ACQUISITIONS & MAJOR REPAIRS.....	2,115,301
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TOTAL EXPENDITURES	74,540,007
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AUTHORIZED POSITIONS

Classified	754
Unclassified	12

TOTAL AUTHORIZED POSITIONS	766
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OFFICE OF THE
LIEUTENANT GOVERNOR
INITIAL OPERATING BUDGET
FISCAL YEAR 2005-2006

MEANS OF FINANCING

State General Fund	\$1,599,009
Interagency Transfers.....	615,058
Self-Generated	85,000
Federal Funds	3,328,330

TOTAL MEANS OF FINANCING.....	5,627,397
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EXPENDITURES

Salaries	754,818
Other Compensation	57,420
Related Benefits	225,728

TOTAL PERSONAL SERVICES	1,037,966
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Travel	29,590
Operating Services.....	67,630
Supplies	19,239

TOTAL OPERATING EXPENSES	116,459
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PROFESSIONAL SERVICES	49,550
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Other Charges.....	4,271,069
Interagency Transfers.....	123,699

TOTAL OTHER CHARGES	4,394,768
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Acquisitions	28,654
Major Repairs	0

TOTAL ACQUISITIONS & MAJOR REPAIRS.....	28,654
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TOTAL EXPENDITURES	5,627,397
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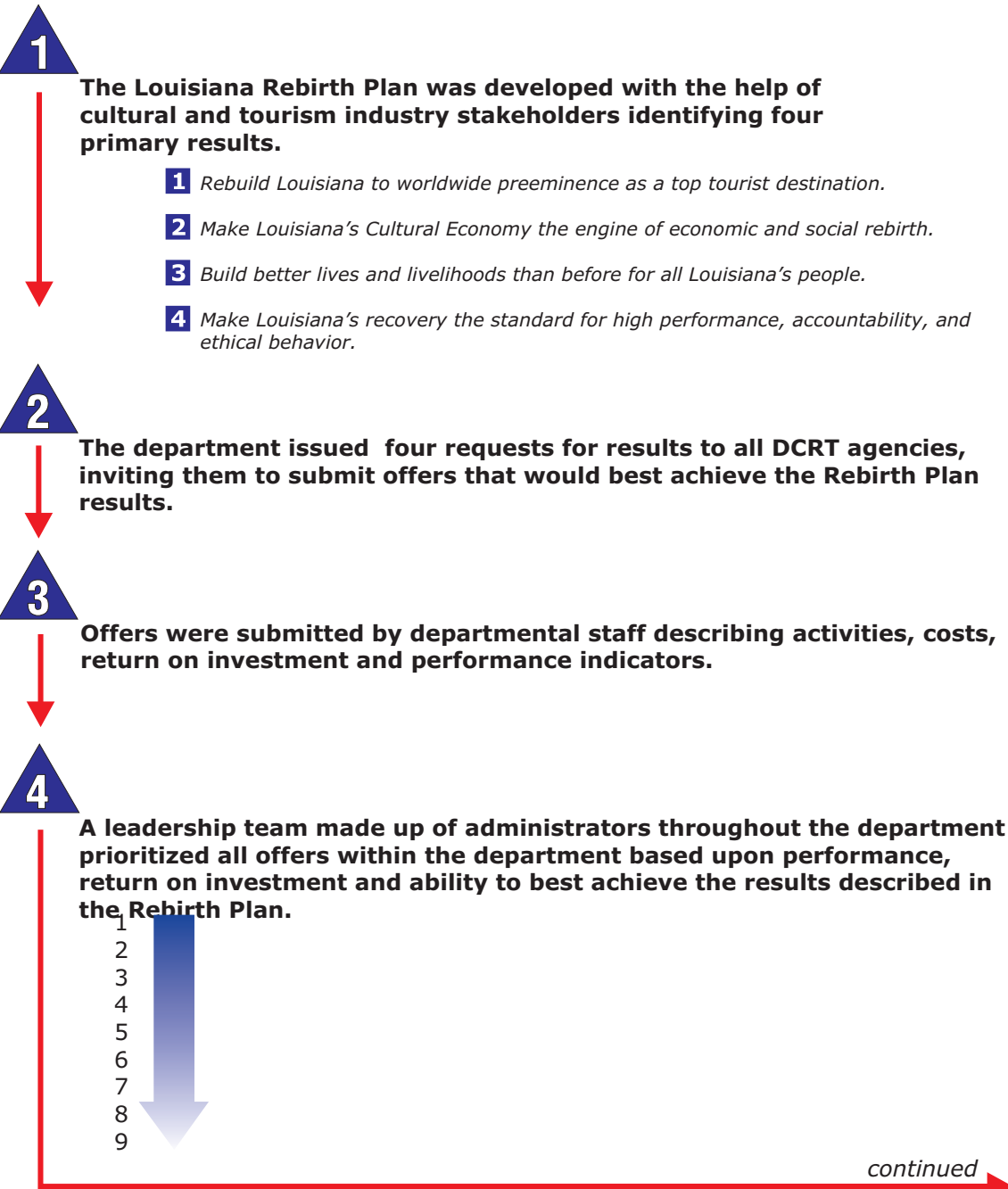
AUTHORIZED POSITIONS

Classified	0
Unclassified	13

TOTAL AUTHORIZED POSITIONS	13
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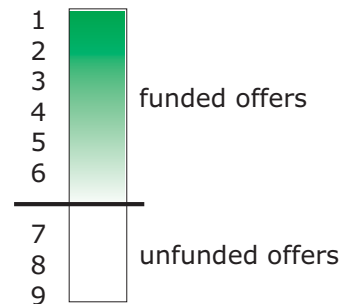
After hurricanes Katrina and Rita, the Department of Culture, Recreation and Tourism and the Office of the Lieutenant Governor absorbed budget reductions totalling \$3,273,471, or 4.1% of its initial operating budget. This was a 6.6% reduction to State General Fund.

The Office of the Lieutenant Governor and the Department of Culture, Recreation and Tourism engaged in a "Budgeting for Outcomes" process to develop the FY 06-07 Budget Request.



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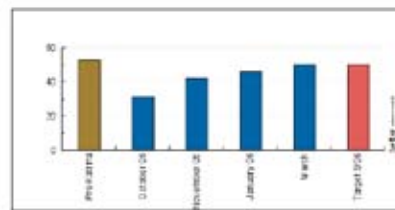
The department funded those activities with the highest priorities, which resulted in lower priority programs not being funded.



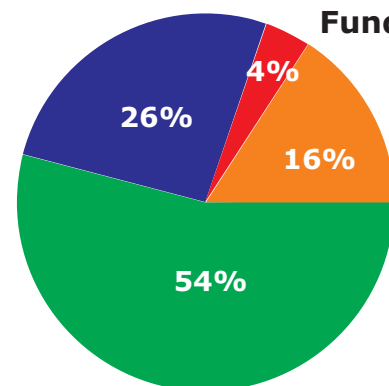
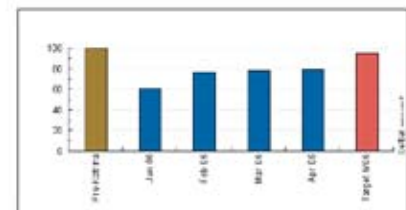
6

An accountability panel and web-based scorecards were established to monitor progress toward results.

PERCENTAGE OF POTENTIAL VISITORS IN LOUISIANA'S KEY MARKETS WHO WOULD CONSIDER A PLEASURE TRIP TO LOUISIANA



PERCENTAGE OF STATEWIDE PARK SPACES (CAMPSITES AND CABINS) AVAILABLE FOR USE



Funding Distribution by Result

- 1 Rebuild Louisiana to worldwide preeminence as a top tourist destination.
- 2 Make Louisiana's Cultural Economy the engine of economic and social rebirth.
- 3 Build better lives and livelihoods than before for all Louisiana's people.
- 4 Make Louisiana's recovery the standard for high performance, accountability, and ethical behavior.

OFFICE OF TOURISM LOUISIANA WELCOME CENTERS

NORTHERN REGION

GREENWOOD, I-20 EASTBOUND
9945 I-20 West
Greenwood, LA 71033-0207
Phone: 318/938-5613
E-mail: green_rc@crt.state.la.us

VIDALIA
1401 Carter St. (Hwy. 84)
Vidalia, LA 71373
Phone: 318/336-7008
E-mail: vidalia@crt.state.la.us

VINTON, I-10 EASTBOUND
6212 West I-10
Vinton, LA 70668-0278
Phone: 337/589-7774
E-mail: vinton@crt.state.la.us

I-49 WELCOME CENTER
7050 Hwy. 1 North
Boyce, LA 71409-0549
Phone: 318/767-6000
E-mail: alexandria@crt.state.la.us

MOUND, I-20 WESTBOUND
836 I-20 West
Tallulah, LA 71282-1312
Phone: 318/574-5674
E-mail: mound@crt.state.la.us

CONSUMER INQUIRY

P.O. Box 94291
1051 N. 3rd St. 70802
Baton Rouge, LA 70804-9291
Phone: 225/342-8214
E-mail: patsy david@crt.state.la.us

SOUTHERN REGION

SLIDELL, I-10 WESTBOUND
41300 Crawford Landing Road
Slidell, LA 70461
Phone: 985/646-6426
E-mail: slidell_rc@crt.state.la.us

PEARL RIVER
61441 I-59 South
Pearl River, LA 70452
Phone: 985/646-6450
E-mail: pearlriver@crt.state.la.us

ATCHAFALAYA WELCOME CENTER
1934 Atchafalaya River Highway
Breaux Bridge, LA 70517
Phone: 337/228-1094
E-mail: atchafalayawc@crt.state.la.us

NEW ORLEANS
529 St. Ann St.
New Orleans, LA 70116
Phone: 504/568-5661;
504/568-5662
E-mail: neworleans@crt.state.la.us

U.S. 61 ST. FRANCISVILLE
14869 U.S. Highway 61
St. Francisville, LA 70775
Phone: 225/635-6962
E-mail: stfrancisville@crt.state.la.us

STATE CAPITOL
900 N. 3rd St.
Baton Rouge, LA 70804-9291
Phone: 225/342-7317
E-mail: statecapitol_wc@crt.state.la.us

KENTWOOD, I-55
77479 I-55 South
Kentwood, LA 70444
Phone: 985/229-8338;
985/229-9544
E-mail: kentwood@crt.state.la.us

OFFICE OF STATE PARKS OPERATING UNITS

Audubon State Historic Site

West Feliciana Parish, La. 965 near St. Francisville. Site of Oakley Plantation House, where artist-naturalist John James Audubon created many of his famous bird paintings. Restored as a museum containing Audubon memorabilia. National Register of Historic Places.

Bayou Segnette State Park

7777 Westbank Expressway, Westwego. 580-acre park includes large boat launch, vacation cabins, camping area, group camp, picnic area and wave pool.

Centenary State Historic Site

3522 College Street, Jackson, East Feliciana Parish. Site includes the West Wing Dormitory and Professor's Residence of the state's original Centenary College, as well as the history of education in Louisiana.

Chemin-A-Haut State Park

14656 State Park Road, 10 miles north of Bastrop, Morehouse Parish. 503-acre park located at intersection of Bayous Chemin-A-Haut and Bartholomew. Lake, freshwater fishing, cabins, camping area, swimming pool, playground.

**Chicot State Park,
3469 Chicot Park Road**

7 miles north of Ville Platte, Evangeline Parish. 6,162-acre park features large rolling hills surrounding a 2,000-acre artificial lake, stocked with fishes such as bream, bass and crappie. Two camping areas, fully equipped cabins and one group camp. Day-use facilities include picnic sites, hiking trail, conference center and swimming pool.

Cypremort Point State Park

306 Beach Lane, Cypremort Point, Iberia and St. Mary Parishes. Access to Gulf of Mexico. Man-made beach, located in the heart of a natural marsh, offers fresh and salt-water fishing and most seashore recreation opportunities. Picnic sites available.

Fairview-Riverside State Park

Madisonville, St. Tammany Parish. Consists of 99 acres of picturesque, moss-draped oaks and woodlands near the banks of the Tchefuncte River. Facilities include 81 improved campsites on shaded pads, day-use area with picnic shelters, rest rooms and playground. Site includes Otis House, an 1880s structure listed on the National Register of Historic Places.

Fontainebleau State Park

St. Tammany Parish. Embraces over 2,809 acres on the north shore of Lake Pontchartrain. Popular assets include ruins of a plantation brickyard and sugar mill and an alley of live oaks lining the entrance road. Offers nature trail, swimming, fishing, camping and picnicking.

Fort Jesup State Historic Site

32 Geoghagan Road, six miles east of Many, Sabine Parish. Site features an original kitchen/mess building and a museum. The site was selected by Zachary Taylor in 1822 and the fort existed for 26 years as one of the strongest garrisons in Louisiana. National Historic Landmark.

Fort Pike State Historic Site

New Orleans. Fort was constructed shortly after the War of 1812 to defend navigational channels leading into New Orleans. Museum exhibits numerous artifacts. National Register of Historic Places.

**Fort St. Jean Baptiste State
Historic Site**

130 Moreau Street, Natchitoches. Reconstructed facility is an exact replica of the fort as it existed in 1732. Includes a long barracks building, small warehouse, chapel, mess hall and several Indian huts. Park personnel wear period dress as part of the interpretive program.

Grand Isle East State Park

Grand Isle, Jefferson Parish. Access to Gulf of Mexico. Beach and fishing jetties afford seashore recreation opportunities. 400-foot fishing pier built out over the water offers day/night fishing. Picnicking, camping.

Jimmie Davis State Park

State Road 1209, Chatham, Jackson Parish. Situated amid rolling woodlands on a 5,000-acre reservoir; offers overnight cabin accommodations as well as fishing, camping, picnicking, boat launches, a fishing pier and swimming beach.

Lake Bistineau State Park

Webster Parish, near Doyline. Beautiful 750-acre park set in the heart of a pine forest. Cabins, two group camps, 67 campsites, 150 picnic sites and two swimming pools.

Lake Bruin State Park

St. Joseph, Tensas Parish. Park takes its name from the adjacent natural oxbow lake and features a magnificent cypress growth along the shore. Water skiing, boating, swimming, picnic sites and campsites.

Lake Claiborne State Park

Claiborne Parish. Some 620 acres of woodland touching the shores around a 6,400-acre lake. Rental boats and several boat landings available. Designated swimming area, picnic sites, vacation cabins and campsites.

Lake D'Arbonne State Park

Farmerville. 655-acre site; fishing and water sports on a 15,000-acre man-made lake. Facilities include 17 cabins, 2 lodges, 65 campsites, two fishing piers, boat launch, day-use area.

Lake Fausse Pointe State Park

West Atchafalaya Protection Levee Road about 18 miles east of St. Martinville, at the edge of the Atchafalaya Basin. Camping, vacation cabins, hiking, boating, picnicking and fishing.

Locust Grove State Historic Site

West Feliciana Parish off U.S. 61. Burial site for Sarah Knox Taylor, wife of Jefferson Davis, and General Eleazor W. Ripley.

**Longfellow-Evangeline State
Historic Site**

St. Martinville. Developments center around an Acadian house of mid-19th century and its kitchen-garden. Also of note is the Acadian craft shop. 157-acre park and its structures interpret the history of the early French settlers of Louisiana. National Historic Landmark.

Los Adaes State Historic Site

Natchitoches Parish. Originally built in 1721, the fort protected Spanish territory from the French. An important archaeological site, Los Adaes is a National Historic Landmark.

**Louisiana State Arboretum
Preservation Area**

4213 Chicot Park Road, north of Ville Platte, Evangeline Parish. 301-acre facility features several miles of nature trails with more than 100 species of labeled plant life native to Louisiana.

Mansfield State Historic Site

15149 Highway 175, Mansfield. Site of the most important battle of the Civil War fought west of the Mississippi. Museum noted for its variety of military artifacts. The interpretive program explains how the badly outnumbered rebels defeated the Union army, ending the Red River Campaign. National Register of Historic Places.

Marksville State Historic Site

837 Martin Luther King Drive, Marksville. The park area is of great archaeological significance due to the discovery of buried evidence of an Indian culture which flourished some 2,000 years ago. Prehistoric Indian mounds located on a bluff overlooking Old River. Interpretive program and museum. National Historic Landmark.

North Toledo Bend State Park

Zwolle, Sabine Parish. Situated in the rolling pine forests bordering Toledo Bend Reservoir, one of the country's prime fishing lakes, the park features camping, fishing, hiking, picnicking, vacation cabins, group camp, swimming pool.

Plaquemine Lock State Historic Site

57735 Main Street, Plaquemine, Iberville Parish. Built in 1909, the lock allowed passage between Mississippi River and Bayou Plaquemine.

Port Hudson State Historic Site

U.S. Highway 61, 14 miles north of Baton Rouge. 643-acre site includes original Civil War earthworks, site of the 1863 siege of Port Hudson, a struggle for control of the Mississippi River. Museum, outdoor displays, viewing towers, picnic area, and over six miles of walking trails. National Historic Landmark.

Poverty Point State Historic Site

Epps. Site of the earliest culture yet discovered in the Mississippi Valley. Dated between 1700 and 700 B.C., this 400-acre site is said to be among the most significant archaeological finds in the country. Interpretive museum and guided tours. National Historic Landmark.

Poverty Point Reservoir State Park

Delhi. Marina and beach area, along with a fully-stocked man-made lake. Four lodges for overnight visitors. A mound system, approximately 2,000 years old, also offers archaeological interpretation opportunities.

Rebel State Historic Site

Natchitoches Parish. Features the Louisiana Country Music Museum, which explores the development of country music in Louisiana. Also on site are an amphitheatre where performances are held periodically, and a picnic area.

**Rosedown Plantation State
Historic Site**

St. Francisville. Site includes 14 historic buildings along with the main house, including many original furnishings.

St. Bernard State Park

St. Bernard Parish. 358-acre park is a convenient stop-off point for Chalmette National Historic Park and the city of New Orleans. Camping and picnic facilities available.

Sam Houston Jones State Park

Calcasieu Parish. 1,087-acre tract featuring camping areas, vacation cabins, boating, fishing, picnic areas and nature trails. Nature interpretive programs during summer.

South Toledo Bend State Park

located on the southern tip of the Toledo Bend Reservoir along La 191. Overnight cabin and campsite accommodations. Other amenities include boat launch, visitor/interpretive center, meeting room and swimming beach. Nature trail allows visitors to stroll through woods of western Louisiana.

LOUISIANA STATE MUSEUM PROPERTIES

The Arsenal

701 Chartres Street, New Orleans

Designed by noted American architect James Dakin, this landmark dates from 1839. Exhibitions: "Freshly Brewed: The Coffee Trade and the Port of New Orleans"; "Louisiana and the Mighty Mississippi River"

The Cabildo

701 Chartres Street,
on Jackson Square, New Orleans

The site of the Louisiana Purchase Transfer, the Cabildo was constructed from 1795-99. Beginning with European settlers' encounters with Native Americans and progressing through the Civil War, exhibits trace Louisiana's past from a people-oriented perspective.

The 1850 House

523 St. Ann Street,
on Jackson Square, New Orleans

It was in 1850 that the Baroness Pontalba first opened the doors of the two magnificent rowhouse structures on what is now Jackson Square. The Museum has re-created what one of the townhomes would have looked like during the antebellum era, occupied by a prosperous Creole family.

Madame John's Legacy

632 Dumaine St., New Orleans

A rare example of French Creole colonial home design, Madame John's Legacy is one of the few remaining West Indies-style buildings in the Mississippi Valley.

Tickfaw State Park

27225 Patterson Road, Livingston Parish. Nature-based recreational site on the Tickfaw River, offering nature center with boardwalks, trails and pavilions, cabins, camping, picnicking, canoe launch, and environmental programs.

Winter Quarters State Historic Site

Newellton. Antebellum plantation home on the shore of Lake St. Joseph; guided tours and special events. One of the few properties to survive the Civil War intact, now on the National Register of Historic Places.

Exhibitions: "Goin' Cross My Mind: Contemporary Self-Taught Artists of Louisiana"; "Madame John's Legacy."

The Old U.S. Mint

400 Esplanade Ave., New Orleans

The only building in America to have served both as a U.S. and Confederate Mint, this landmark was constructed in 1835 during the presidency of Andrew Jackson. Exhibitions: "New Orleans Jazz"; "Newcomb Pottery and Crafts"; "The United States Mint, New Orleans: Its History and Operations"; Louisiana's Junior Duck Stamp Art Competition.

Louisiana State Museum - Patterson

394 Airport Circle
At the Wedell-Williams Museum, Louisiana's flight heritage is chronicled through aircraft, artifacts and memorabilia. Exhibitions: "The Golden Age of Aviation"; "Louisiana Enters the Space Age"; "When Money Grew on Trees: The Spanish Moss Industry in Louisiana."

E.D. White Historic Site

2295 La. Hwy. 1, Thibodaux

The E.D. White Historic Site, home of Edward Douglass White, is now officially open to the public. The new museum houses a permanent exhibit about life along Bayou Lafourche, the continuing story of the sugar industry, and the story of the role the White family played in Louisiana history.

LOUISIANA OFFICE OF
LIEUTENANT GOVERNOR

DEPARTMENT OF CULTURE
RECREATION AND TOURISM

REPORT OF ACCOMPLISHMENTS
JANUARY 2005 - JUNE 2006



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